

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE
OF MASTER OF JOURNALISM AND MASS COMMUNICATION**

MJAC 822: ENVIRONMENTAL COMMUNICATION

STREAMS: MJAC SB/PT

TIME: 3 HOURS

DAY/DATE: WEDNESDAY 14/07/2021

02.30 P.M. – 5.30 P.M.

INSTRUCTIONS:

Attempt any three questions

QUESTION ONE (20 MARKS) (COMPULSORY)

- (a) Analyze the three major sources and voices communicating about environmental crisis in the public sphere as articulated by Robert Cox (12 marks)
- (b) Discuss the scope of environmental communication. In your response explain why the discipline matters. (18 marks)

QUESTION TWO (20 MARKS)

Apply Fougler ecological Model of the communication process on an environmental issue of concern in Kenya. (20 marks)

QUESTION THREE

Analyze an emerging environmental issue of your choice in your local area. (20 marks)

QUESTION FOUR

Assume you work in a leading media house as an environmental journalist. Write a publishable 1000-word article about an environmental issue in Kenya. (20 marks)

QUESTION FIVE

Design a communication plan for an environmental issue of concern globally. (20 marks)

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